

Childhood Diabetes Reduction Act of 2024

Section-by-Section

Title I – Department of Health and Human Services

Section 101 – Health and nutrient warning labeling of food and prohibition of certain advertisements directed at children.

Health warning labels must appear on the front-of-packages for sugar-sweetened beverages, products with non-sugar sweeteners, and ultra-processed foods. Nutrient warning labels must appear on the front-of-packages for foods and beverages that are high-in nutrients of concern determined by the Secretary such as sodium, saturated fat, or added sugar. Products with health and nutrient warnings are prohibited from having child- directed advertisements on their packaging.

Section 102 – National Institutes of Health research on nutrition science.

The Director of the NIH shall expand, intensify, and coordinate research programs on the health effects of ultra-processed foods, the safety profile of food additives, sweeteners, and chemicals used in ultra-processed foods, and the formulation of ultra-processed foods shown to have associations with addiction. The NIH director must convene a meeting with the leading food researchers and stakeholders, ensuring that stakeholders who have no financial affiliation with the ultra-processed food industry make up the majority of participants, to discuss research efforts aimed at improving nutrition and reducing diet-related chronic diseases.

Section 103 – Centers for Disease Control and Prevention nutrition and physical activity public education campaign.

The CDC shall develop a national public campaign to educate children and their caregivers about these new front-of-package health and nutrient warnings as well as the health risks associated with obesity, inactivity, and poor nutrition, including consumption of ultra-processed foods, non-nutritive sweeteners, foods with high levels of nutrients of concern. The campaign will educate families on how to incorporate physical activity and good eating and drinking habits in to their lifestyles.

Title II – Federal Trade Commission

Section 201 – Definitions

Section 202 – Ban on advertisements for junk food directed at children and required disclosure of health and nutrient warning labeling in advertisements.

Any junk food advertisement directed towards children 12 and under shall be treated as an unfair and deceptive practice by the Federal Trade Commission (FTC). Junk food products are required to disclose FDA directed health and nutrient warning labels in advertisements.

Section 203 – Restoring the Federal Commission’s ability to promulgate rules on children’s advertising.

The previous restriction on the FTC’s ability to promulgate rules related to children’s advertising on the basis on unfairness is repealed.